

CITY OF HARTSVILLE, SOUTH CAROLINA JOB DESCRIPTION

Title: Marketing & Events Coordinator

Department: City Manager

GENERAL PURPOSE

Performs a variety of activities for coordinating and marketing City events & activities; responsible for the management of “The Key” City Store.

SUPERVISION RECEIVED

Under general supervision, reports to the Assistant to the City Manager.

SUPERVISION EXERCISED

Exercises supervision over activities and volunteers as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Oversee marketing campaigns for tourism events. Serve as clearinghouse for event information.

Maintain community calendar and mobile app.

Send emails to key community leaders regarding mission-relevant information.

Maintain and update the city’s tourism social media sites (Facebook, Twitter, YouTube, Instagram, Pinterest, and Linked In)

Apply, defend, and responsibly spend accommodations and hospitality tax funds provided by the City. Work with appropriate staff to apply for SC PRT funding and other grants to promote tourism. Maintain advertising budget and financial records.

Responsible for “The Key” Retail store. Maintain collateral material to give to visitors. Serve as point of contact for visitors, tourists, new and future residents. Launch and maintain tourism website and online store.

Develops and maintains a healthy working relationship with elected officials, city staff, festival planners, facility managers, tourism stakeholders, key community leaders, industry representatives, and other community stakeholders; etc.

Works closely with communications and sales representatives at the Darlington Raceway and other tourism stakeholders

As necessary, attends and/or speaks at City Council and A-Tax Committee

Creates, organizes and facilitates meetings of the Hartsville Hospitality Council

Plan and oversee City sponsored events and festivals, and serve as liaison to non-city sponsored events and festivals.

Advertises to targeted markets outside of the 50 mile radius.

Researches and maintains best practices for tracking tourism economic impact.

Participates in the SC PRT grant system, applying for matching advertising funds. Acts as a conduit for the Darlington Raceway's PRT grant funds.

Promotes tourism through specialized marketing materials.

Works closely with Communications and Finance Coordinator to oversee marketing and communications campaigns.

Participates in safety training, make suggestions as necessary; serves on committees or inspection teams when appropriate. Works according to good safety practices as posted, instructed, and/or discussed. Reports unsafe conditions or defects in equipment. Refrains from any unsafe behavior or act that might endanger self or fellow worker(s). Reports all accidents and incidents (including near misses) as soon as they occur. Follows safety rules and regulations and uses personal protective equipment.

Maintains prompt and regular attendance; adheres to City policies and procedures regarding absences and tardiness.

Provides exceptional customer service to internal and external customers.

May be required to report to the City's Emergency Operations Center for emergency duty anytime the Emergency Operations Plan is activated.

PERIPHERAL DUTIES

Serves as a member of various staff committees as assigned.

Other duties as assigned.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

- a) Graduation from an accredited four-year college or university with a degree in public administration, business administration/economics, marketing, retail management, public relations, or a closely related field; and,
- b) Three (3) years of responsible tourism, marketing, or events planning experience in related area; or
- c) Any equivalent combination of training, education, and experience, which provides the required knowledge, skills, and abilities.

Necessary Knowledge, Skills and Abilities:

- a) Knowledge of tourism, marketing, promotions, event planning, and volunteer organization
- b) Working knowledge of personal computers, including Microsoft Office, Website, and social media;
- c) Skill in the operation of the listed tools and equipment;
- d) Ability to: communicate effectively orally and in writing with owners, supervisors, volunteers, and the general public; establish strong community partnerships and effective working relationships with downtown merchants and property owners, government officials, organizational leaders, advisory board, and general public.

SPECIAL REQUIREMENTS

Must possess a valid South Carolina driver's license.

TOOLS AND EQUIPMENT USED

Computer, with extensive knowledge of Microsoft Office; motor vehicle; calculator; phone; copier, fax,, and other related equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed ½ in office setting and ½ outdoors. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is frequently required to talk or hear; sit; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is frequently required to stand or walk.

The employee must frequently lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, or airborne particles.

The noise level in the work environment is usually quiet in the office, and moderate in the field.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interviews and reference check; other job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.